



Smart Investing@your library® Builds Nebraska Communities

Participant/Partner Webinar
April 1, 2014



Partners

- Sarah Warneke, Northeast Library System (*fiscal agent*)
- Monica Braun, Center for Rural Affairs
- Jennifer Davidson, Nebraska Council on Economic Education
- Linda Boeckner & Connie Hancock, University of Nebraska-Lincoln Extension
- Erin Wirth, Nebraska Financial Education Coalition
- Kathy Prochaska Cue, UNL Student Money Management Center & UNL Extension (Retired)
- JoAnn McManus, Devra Dregos, Mary Jo Ryan, Kathryn Brockmeier, Nebraska Library Commission (*project management*)

FINRA & the FINRA Foundation



- Independent
- Regulates brokers/firms
- Writes/enforces rules
- Dispute resolution

FINRA

- Monitors trading
- Educates brokers
- Educates investors
- Protects investors

**FINRA Investor
Education**

**FINRA Investor
Education
Foundation**



FINRA Investor Education Foundation



Protecting investors through education and research.

- Established in 2003
- Mission: Provide underserved Americans with the knowledge, skills and tools necessary for financial success throughout life
- The Foundation strives to achieve universal financial literacy
- Awards grants and manages projects focused on financial and investor education



FINRA Investor Education Foundation



Where does the money come from?

- \$46 million from FINRA
- \$55 million in fine money transferred by the SEC



About Smart investing@your library®



- Est. 2007
- ALA & FINRA Foundation
- 111 grants to date
- \$8.2 million
- 1,000+ library facilities
- Unbiased resources
- Growing network
- Programs & services for all ages



Smart investing@your library®



Goals:

- Build the capacity of public and community college libraries to make available reliable, unbiased financial and investor education resources and services throughout the United States
- Create and expand community awareness of financial education resources and services available through libraries
- Achieve sustained use of such resources and services by library patrons in various demographic categories



Smart investing@your library®



Staff
Development
for Effective
Program
Delivery





http://ifpmedia.org/onlinelearning/scclid_smart_investing/index.html

Online Staff Training

Using Curriculum developed for the
Santa Clara County (CA) Library District
through a FINRA Grant

It is designed to promote confidence and competence
in responding to library customer questions on
personal finance and investments



Nebraska's Online Staff/Volunteer Training

14 CE Credits for Online Staff Training & Webinars

Pre-test evaluation assessment (Prior to April 30)

Staff Training Kick-off Webinar – April 30, 10:00 a.m.
via **NCompass Live**



April 30 Webinar will be followed by 4 units of
Readings each followed by a check-in Webinar

For each of 4 Units -- *Accomplish Unit Readings,*
review hot-linked web resources making note of how those might
be useful to your customers, become familiar with this week's
definitions, and email JoAnn any questions/concepts that you
would like covered at the next check-in webinar.



Each of 4 Check-in Webinars

Hosted by NLC and Kathy Prochaska Cue & will include:

- 1) Discussion of the questions/concepts submitted by librarians,
- 2) Each participant shares a "cool" web feature they found on a hot-linked web sites that would be valuable to library customers,
- 3) A 20-minute presentation by our partner resource person on a topic related to the latest reading assignment (social security features, selecting IRAs, important of credit scores, etc.)



Schedule:

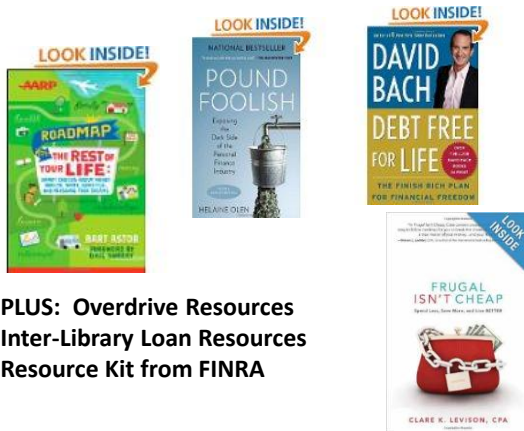
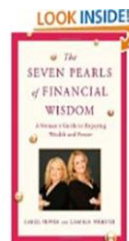
April 30 – May 15 Accomplish Week 1 Readings
 Check-in #1 Webinar – Thurs, May 15 2:00 pm CDT
 April 30 – May 15 Accomplish Week 2 Readings
 Check-in #2 Webinar – Thurs, May 29 2:00 pm CDT
 April 30 – May 15 Accomplish Week 3 Readings
 Check-in #3 Webinar – Thurs, June 12 2:00 pm CDT
 April 30 – May 15 Accomplish Week 4 Readings
 Check-in #4 Webinar – Thurs, June 26 2:00 pm CDT

Financial Literacy Resource Kits

Order form Emailed March 31

Your Orders Due April 10

Resource Kits for each Library



**PLUS: Overdrive Resources
 Inter-Library Loan Resources
 Resource Kit from FINRA**

Marketing & Outreach

- Taking a Blended Approach to PR
- Media Training Guide
- Marketing/Outreach Planning Template
- Customizable Marketing Materials

Library Customer Training

- Match Trainers with Libraries
 - Extension Educators, Project Team Members & Associates
- Develop & work with a Local Team
 - Staff, volunteers, board members, etc.
 - Think about sustainability when developing your local team
- Schedule & Conduct Customer Training at Each of 22 Library Locations (Summer, Fall or Winter)

Requirements & Stipulations of Grant

- Acknowledgement Language: "This program is made possible by grant from the FINRA Investor Education Foundation through Smart Investing@your library®, a partnership with the American Library Association."
- Press Releases & Trainers Approved in advance by FINRA
- We affirmed that all speakers, presenters, and trainers engaged in the project will NOT be financial professionals registered with FINRA, a state securities regulator, or the SEC. (Incentives/prizes cannot advertise banks or brokers)

Welcome!

Starting Out:
establishing an investment plan

smart investing
@your library

Welcome!

Building Up:
fine-tuning your portfolio & planning for retirement

smart investing
@your library

Welcome!

Making It Last:
retiring & retirees

smart investing
@your library

Customer Curriculum

IOWA STATE UNIVERSITY
Extension and Outreach

Target Audiences for Library Customer Training Smart investing @your library®

Starting Out: Establishing an Investment Plan
Audience: Gen X (Ages 20-40)

Building Up: Fine-tuning your portfolio & planning for retirement
Audience: Baby Boomers – Pre-Retirees

Making It Last: Retiring & Retirees
Audience: Retirees

All Via – NLC's Moodle Site -- NCampus

Kick-Off/Launch Event

Smart investing @your library®

4-Week Online Training

Weekly Email Check-ins & Opportunities for
Participants to Email Questions to
Trainer and/or Resource Person

Wrap-up Celebration

Evaluation

www.moneysmartweek.org/
"Optional Activity"



"Optional Activity"

Questions?

Thanks for Joining Us

See you at our April 30th **NCompass** Webinar
to Kick off the Online Staff Training:

***Smart Investing: Reference Strategies &
Resources***